



DEPARTMENT OF BUSINESS AFFAIRS AND CONSUMER PROTECTION
CITY OF CHICAGO

LIQUOR LICENSE PLAN OF OPERATION

Licensee: Seven West Division, Inc. dba PLAY
Premises: 7 W. Division Street, 1st Floor
Chicago, IL 60610
Licenses: Tavern Liquor License, Public Place of Amusement, Retail Food Establishment, and Late Hour Liquor License

Pursuant to the City of Chicago Municipal Code Sections 4-4-313 (d)(1) and 4-60-040(h), the City of Chicago Department of Business Affairs and Consumer Protection, the Local Liquor Control Commission (BACP/LLCC) and the above-named Licensee have agreed to the following license conditions concerning the operation of the business as a result of the community nuisance meetings beginning May 2, 2017.

1. **This plan of operation is effective beginning June 27, 2019**
2. **Dedicated Security Staff:** Licensee shall cause the Premises to be staffed with properly trained individuals who only perform security related duties ("Security Attendant[s]").
 - a. Security Attendants shall wear distinctive uniforms which clearly identify them as security personnel of Seven West Division, Inc. dba PLAY. The words "Security" and "PLAY" shall be prominently displayed on the shirts, jackets and hats worn by Security Attendants.
 - b. Licensee shall conduct Security Attendant meetings to discuss security issues at least once a month. Sign in sheets and minutes of the meetings shall be kept in management's office in the licensed Premises for a minimum of one (1) year and made available upon request to BACP/LLCC or any law enforcement agency
 - c. During the hours of operation that occur between 10:00 a.m. and 10 p.m. there shall be at least one Security Attendant on the Premises.
 - d. After 10 p.m. there shall be at least one (1) Security Attendant for every 50 patrons (or portion thereof) on the Premises. At least (1) of them shall be stationed at the front door.



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- e. When there are a total of four (4) or more Security Attendants after 10 p.m. then: no fewer than one (1) Security Attendant shall be stationed at the front door; no fewer than one (1) Security Attendant shall be stationed outside the building in the front of the Premises to deter activity that obstructs the sidewalk and to deter loitering and/or excessive noise by patrons; and no fewer than two (2) Security Attendants shall be stationed within the Premises.
 - f. Security Attendants shall ensure the following occur within and adjacent to the Premises:
 - i. Provide continuous, respectful and firm reminders to persons, who are either awaiting entry into the Premises or are leaving the Premises, to conduct themselves in a quiet and respectful manner;
 - ii. Conduct routine patrols at the building's exterior at regular intervals in an effort to deter and prevent exterior loitering in front of the building Premises.
 - iii. Enforce City and State non-smoking laws;
 - iv. Perform garbage sweeps and pick-ups, at hourly intervals throughout the hours of operation, to address the accumulation of litter; maintain unobstructed flow of pedestrian traffic along the sidewalk, by directing lines against the exterior wall of the Premises; and safely and appropriately keep the line moving as quickly as possible without compromising security checks or occupancy limits.
3. **Proper Identification:** Patrons entering the Premises must be 21 years old or older. All patrons entering the Premises shall have their valid government issued ID scanned, verified, and logged by an electronic ID Scanner prior to entry. Names, addresses and times of entry for all patrons shall be kept in management's office in the licensed Premises for a minimum of thirty (30) days and made available upon demand to BACP/LLCC or any law enforcement agency. All Security Attendants and managers will be trained with respect to the proper operation of the ID Scanner. All servers, bartenders, Security Attendants, and managers shall be trained to detect fake licenses or identification cards in order to ensure that no underage admission or drinking take place on the Premises.



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4. **Employee Training:** All servers, bartenders, Security Attendants, and managers (anyone coming in contact with customers) shall be properly trained and meet all the minimum standards below before they are allowed on the Premises during business hours:
 - a. BASSET or TIPS certified – copies of current BASSET and/or TIPS Certificates for all servers, bartenders, Security Attendants, and managers shall be maintained on the Premises and available immediately upon request by BACP/LLCC or any law enforcement official;
 - b. Trained to identify intoxicated patrons and how to take pro-active steps to prevent intoxication of patrons;
 - c. No intoxicated patrons will be admitted to Premises.
5. **Incident Monitoring and Reporting:** In the event of any fighting, disturbances of the peace, unruly behavior, or any criminal activity occurring within or within sight of the Premises, the manager on duty shall immediately call 9-1-1 via a land line located at the Premises and identify himself as a representative of the Licensee and provide the address of the Premises and the nature of the disturbance. If the incident is of a serious nature involving multiple individuals the lights shall be raised. Licensee shall maintain an incident log identifying the offender names (if known), date, time, and brief description of the types of incidents described in this paragraph. The log shall be kept in management's office in the licensed Premises for a minimum of one (1) year and made available upon request to BACP/LLCC or any law enforcement agency.
6. **Video Surveillance System:** Licensee shall install and maintain a video surveillance system, with 18 cameras (4 exterior and 14 interior interior).
 - a. The system shall cover areas of the interior and exterior of the Premises and will be centrally monitored and recorded utilizing a 250 GB Digital Video Recorder.



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- b. The installation and maintenance of surveillance cameras installed at each building entrance and exit to the Premises and shall be employed and lighted in such a manner to easily identify persons entering and exiting.
 - c. The system is set the record 24 hours each day.
 - d. All files of footage shall be kept in management's office in the licensed premises for a minimum of thirty (30) days and made available upon request to BACP/LLCC or any law enforcement agency. During Licensee's normal hours of operation, Licensee shall have an employee on site that is capable of operating the surveillance system and who can review and copy video from the surveillance system for the use of law enforcement and BACP/LLCC Personnel upon request.
 - e. Licensee will keep a log of all instances of requests for, access to, dissemination and use of, recorder material made by video surveillance cameras. Copies of the access log shall be provided to BACP/LLCC or any law enforcement agency upon request.
 - f. Licensee shall connect its external camera feed through the Office of Emergency Management and Communications (OEMC) in accordance with the "Private Sector Camera Initiative."
7. **Exterior Lighting:** Adequate exterior lighting will be maintained in all areas.
8. **Occupancy Limits:** Licensee shall not allow the occupancy of the Premises to exceed the legally permitted occupancy. Licensee shall post personnel at all entry points and use clickers to ensure an accurate count of patrons is maintained through all hours of operation.
9. **Maintaining Order Of Entry Line:** Licensee shall take every effort to maintain an orderly line of patrons attempting to enter the Premises. If a line does build up, **the line shall be directed to the east of the Premises along Division Street going toward State Street** and Security Attendants shall



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maintain the line so it is orderly and does not cause public disturbances. No line for customers awaiting entry into the Premises can be maintained after 3:00 am on Monday through Friday mornings or after 4:00 am on Saturday or Sunday mornings.

10. **Use of Promoters:** Licensee shall not allow any Promoter to control the Premises for any event taking place at the Premises. Licensee must at all times:
- a. Control the staff working at the Premises;
 - b. Control the decision to allow or deny any patron access to the Premises;
 - c. Approve all marketing within the control of Licensee or its contract promoter of any event that is to take place at the Premises;
 - d. Ensure Promoters are aware of this requirement by including these requirements in all contracts with Promoters;
 - e. Provide copies of Promoter agreements upon request by BACP/LLCC or any law enforcement official; and
 - f. Inform CPD of all events at least three (3) days prior to the event and the expected attendance. Except, not more than twelve (12) times per calendar year, Licensee may hold events where CPD is notified on the day of the event. This will only be for events where Licensee books the event at the “last minute” and shall not be a method for Licensee to withhold information that is/was available prior to three (3) days before the event.
11. **Exit/Entry Doors:**
- a. Licensee will display a sign in a conspicuous location near the front door that reads, “Please Respect Our Neighbors, Please Exit Quietly.”



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- b. The rear door of the Premises shall not be used for patrons entering or exiting the Premises. The rear door shall remain secure during all hours of operation and shall only be used by staff on “as needed” basis. Patrons may enter or exit the Premises through the rear door only when accompanied by an authorized staff member on duty or in the event of an emergency.
- 12. **CAPS and Community Meetings:** The Licensee or a representative shall attend all 018th District C.A.P.S. (Community Alternative Policing Strategy) and hospitality meetings. If requested, the Licensee or a representative shall attend meetings conducted by the Alderman, Police Commander, the 018th District Business Meeting, and any similar CPD-sponsored meetings to improve awareness with community concerns of the neighborhood. The Licensee shall meet with local community groups, upon reasonable notice, to identify and address any issues with the operation of the business, including noise, loitering, crime, or any other quality of life issues.
- 13. **Package Goods:** Licensee shall not sell package goods for the consumption off the Premises. Patrons are not permitted to carry drinks out of the Premises.
- 14. **Days and Hours of Operation:** Licensee may only be open to the general public:
 - a. Sundays from 7:00 a.m. (non-liquor food sales) with liquor sales at 11:00 a.m. to 4:00 a.m.;
 - b. Mondays through Fridays from 7:00 a.m. to 4:00 a.m.; and
 - c. Saturdays from 7:00 a.m. to 5:00 a.m.
- 15. **Closing Procedures:**
 - a. At least one (1) hour prior to closing time through closing time:
 - i. Station at least one (1) Security Attendant at the front door to prevent any customers from entering the Premises; and



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- ii. Station at least one (1) additional Security Attendant outside the establishment to continuously patrol around the building's exterior in an effort to prevent loitering and excessive noise by patrons and to maintain an unobstructed flow of pedestrians along the sidewalk;
- b. At least thirty (30) minutes prior to closing time:
 - i. Announce "last call";
 - ii. Turn up all house lights;
 - iii. Turn all music down; and
 - iv. Have at least one Security Attendant patrol inside the club asking customers to begin exiting the Premises;
- c. By closing time all non-employees shall have exited the Premises; and
- d. For at least one (1) hour after closing time:
 - i. station at least two (2) Security Attendants outside the establishment to:
 - 1. Continuously patrol around the building's exterior in an effort to prevent loitering and excessive noise by pedestrians; and
 - 2. Maintain unobstructed flow of pedestrians along the sidewalk.

The conditions of this Liquor License Plan of Operation are legally binding and may be enforced by City of Chicago enforcement authorities under Section 4-60-040(h) of the City of Chicago Municipal Code. All other conditions of the license are governed by the City of Chicago Municipal Code. Violation of the above stated conditions may result in the imposition of a fine and/or suspension or revocation of all business licenses issued to the Licensee. Violations of the above stated conditions may also result in the issuance of cease and desist orders prohibiting the activity which violates the conditions of the liquor license.



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The conditions of the liquor licenses issued pursuant to this plan of operation shall apply to the business address and Licensee and to all officers, managers, members, partners and direct or indirect owners of the entity of which is licensed. The sale of the licensee to other persons purchasing the stock of the licensed entity shall be subject to the same conditions set forth in this Plan of Operation. Any and all potential new owners of the licensed entity shall be subject to the same conditions set forth in this statement.


It shall be the duty of every person conducting, engaging in, operating, carrying on or managing the above-mentioned business entity to post this Liquor license Plan of Operation next to the Liquor license certificate in a conspicuous place at the business address.

Licensee: Seven West Division, Inc.

Premises: 7 W. Division Street
Chicago, IL 60610


Mert Hurme, President
Seven West Division, Inc.

6-26-19
Date


Shannon K. Trotter
City of Chicago
Local Liquor Con

6/24/19
Date